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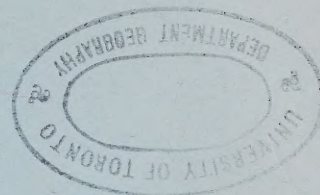


ONTARIO

TRADE & INDUSTRY BRANCH

DEPARTMENT OF  
PLANNING AND DEVELOPMENT

159 BAY STREET  
TORONTO 1, ONTARIO



**THE REGIONAL DEVELOPMENT PROGRAMME**  
of the  
**GOVERNMENT OF ONTARIO**

DECEMBER, 1954

HONOURABLE W. K. WARRENDER, Q.C.,  
Minister,  
Department of Planning and Development.

F. J. LYLE,  
Director,  
Trade and Industry Branch.





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**THE REGIONAL DEVELOPMENT PROGRAMME  
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On December 9, 1954, the Honourable W. K. Warrender, Q.C., Minister of Planning and Development, announced that three more regions were being given an opportunity to participate in the Government's programme for the organization of the Province under nine Regional Development Associations and that the organizational work in connection with the programme has been delegated to the Trade and Industry Branch of his Department.

At a conference held in Ottawa last June, the Eastern Ontario Development Association was formed and is now actively promoting the economic development of that region. The Association has received its first grant from the Government. Offices have been opened in Ottawa where a full-time General Manager is employed and the affairs of the Association are being conducted by a Board of twenty directors representative of all sections of the region.

The Lakehead region is now in the process of organization. The Minister's announcement marked the extension of the programme into three additional areas — Lake Ontario, Upper Grand and Georgian Bay (see map attached). Members of the staff of the Trade and Industry Branch are holding preliminary discussions with municipal officials and other interested persons in these areas with a view to holding organizational conferences, financed by the Government in the near future.

The Minister stated that the programme had been undertaken because the tremendous growth taking place over the past fifteen years made large-scale, long-range planning for the future development of the Province necessary. It was believed that nine regional development organizations working in close co-operation with the municipalities and with the Government, could achieve this goal.

Mr. Warrender emphasized that participation in the programme was entirely voluntary; that the activities of the Development Associations would be conducted by a Board of Directors representing the various areas in the region, and that the Government would not only pay the costs of holding an organizational conference but would match financial contributions raised in each region to the extent of \$10,000 annually for an initial period of three years. \* PV

The Minister said that Premier Frost and his colleagues in the Cabinet placed great importance on the programme and that as soon as arrangements could be made, it would be extended to include the four remaining regions.

So that all concerned would be fully informed about the objectives of the programme and the support, financial and otherwise, that the Ontario Government was giving, Mr. Warrender issued the following statement outlining the Government policy on the whole programme.



Ontario, over the past fifteen years, has achieved a record as one of the world's fastest growing industrial areas. The population has increased by one-third, industrial production has increased three-fold and nearly six billion dollars have been invested in new construction of all types. This record growth has brought a high level of prosperity and a rapid expansion in the whole provincial economy. With Ontario's increasing population, her well-established primary and secondary industries, her central position in the Canadian market, and her rich endowment of natural resources, a high rate of expansion is likely to continue many years into the future.

However, this rapid development has also brought to the surface many growth problems and if Ontario is to consolidate her gains and reap the benefits of her great opportunities and if these benefits are to be shared by all people, living in all parts of the Province, it is time to take stock, study the problems and set in motion the machinery necessary for large-scale planning and large-scale action in the future. This is a giant task. Its achievement will require great foresight, broad vision, willing co-operation and a slow but steady effort extending many years into the future on the part of every citizen in the Province.

One result of this tremendous growth stands clearly revealed. Planning for development on a municipal basis only, is no longer adequate to keep pace with the economic development of the Province as a whole. Development on a regional basis is an advance step towards development on a Province-wide basis. It would seem then, that the time is opportune for development programmes on a regional basis to be undertaken. These programmes would support the development efforts already in operation in the larger municipalities, and would provide greatly needed assistance to the smaller municipalities, which have neither the resources nor the finances to undertake development programmes of their own. It is with these objectives in view that the Ontario Government has adopted a new policy of promoting and supporting a development programme based on nine regional areas.

In devising this programme, the Government has taken into consideration four basic principles. First, that the programme must be so broad in its scope, and so flexible in its application, that it can be adapted to meet the needs of all nine regions with their widely differing characteristics. Secondly, that the programme can be best organized and directed by the people living within the various regions. Thirdly, that to implement this programme, it will be necessary to form a new organization in each region — a "Development Association" — and that setting up this Association and enabling it to make a beginning on this long-range programme will require some help and some financial assistance from the Government for at least its first three years of operation. Finally, that these Development Associations, if truly representative of all parts of the region and, as far as possible, all development interests, could become very effective channels of information from each region to the Government to assist it to formulate policy and take legislative action of benefit to each region and to the Province as a whole.

The broad aspects of the programme are as follows:

1. The Department of Planning and Development is acting for the Government as a whole, in organizing and implementing the regional programme.



2. For the purpose of the programme, the Province has been divided into nine regions. (These regions have been divided so as to form convenient units and to conform with the regions used for statistical purposes by the Provincial and Federal Governments.)

3. In each region, representatives of the Department of Planning and Development (members of the staff of the Trade and Industry Branch) will hold preliminary discussions with members of municipal councils, Chambers of Commerce, Boards of Trade and other interested organizations to assist them to organize a Regional Conference for the purpose of discussing regional development problems as well as participation in the Government's regional programme. If it is decided to proceed, a Development Association would be formed along the lines suggested by the Government (see page 4), an office opened in the region, and a full-time manager employed.

The Government will bear the cost of organizing and holding the Conference.

4. In each of the nine regions, if a Development Association is formed for the purpose of promoting the sound economic growth of the region, the Government will contribute up to \$10,000 annually for three years towards its support provided that an equal or greater amount is contributed from within the region.

5. It is the intention of the Government to encourage the regional associations to take an active interest in all phases of regional development and to study and present recommendations on all or any growth problems arising in the region — municipal affairs, industrial development, community planning, education, highways and so on. However, it is realized that at the outset it might be advisable for an Association to limit its activities to one aspect of development and to enlarge its scope, if desirable, at a later date. The decision, therefore, as to the scope of the development programme within each region is left entirely to the Development Association.

Industrial development would seem to be a logical starting point in the regional programme. The impact of a new or expanding business or industry is no longer confined to one municipality but is felt throughout the whole region. Most municipalities, moreover, are concerned about the need for increased industrial assessment and already have an industrial committee or other organization working in this field. Also, in many instances, they are already pooling their industrial promotional efforts with surrounding municipalities. In some areas, therefore, it may be preferable to hold a preliminary meeting, set up the regional Development Association to work in the field of industrial development, and at a later date, if it is so decided, increase the scope of the organization and hold the larger Regional Conference to give consideration and present briefs on other aspects of development important to that area.

This procedure has one important advantage. It makes provision for an office and personnel who can do the organizational work needed to hold the larger Conference while, at the same time, work can be proceeding on one aspect of the development programme.



In one region — namely Eastern Ontario — the Government's plan is already in operation. This region was fortunately situated to be organized under this programme because the Eastern Ontario Associated Boards of Trade and Chambers of Commerce, which has been active in the affairs of the region for over ten years, undertook to do the necessary preliminary work towards holding a Development Conference. Continuing committees were set up and in co-operation with the Trade and Industry Branch of the Department of Planning and Development, a Conference was held in June, 1954. Premier Frost and seven Cabinet Ministers attended the Conference. Briefs were presented on planning and development, municipal affairs, highways, travel and publicity, education, agriculture, lands and forests, and accepted by the appropriate Ministers for consideration by the Cabinet. At the Conference, it was decided to participate in the Government's programme and The Eastern Ontario Development Association was formed. Plans were drawn up to raise \$10,000 within the region so as to qualify for the Government's first annual contribution of \$10,000. A full-time manager was appointed and offices were opened in Ottawa. It was decided that initially the Association would direct its efforts towards industrial development (see terms of agreement below). Although the Association has only been operating for about six months, it has not only proven its worth in the industrial development field, but it has already been called upon to give leadership and advice with respect to many other development problems including those arising from the St. Lawrence Seaway Project. The continuing committees concerned with other aspects of development are still working and it is apparent that the scope of the Association will eventually have to extend to all fields of development.

Because the scope of the programme may be different in each region, individual agreements will have to be worked out between the Government and the various Development Associations. However, as a matter of interest, the main points in the agreement applying to Eastern Ontario are given below.

(1) The Regional Development Association will draw up its own governing by-laws and will be incorporated under the Ontario Companies Act.

(2) The affairs of the Association are to be directed by a Board of Directors composed of a President, two Vice-Presidents and a number of Directors sufficient to represent all the sections within the region. One half of the Directors are to be elected municipal representatives and the other half are to be manufacturers or business men whose experience and connections would be valuable to the organization. (For convenience and to ensure full representation, the number of directors will vary in accordance with the requirements within the region.) The Director of the Trade and Industry Branch, or his appointee, will sit on the Board of Directors for liaison purposes and so that he will be fully informed as to the organization's operations and achievements.

(3) The President will be elected for a term not exceeding two years and the Directors will be replaced on a rotating basis so that new ideas and new initiative will be constantly introduced into the programme.

(4) The Association will appoint, for full-time employment, a man who will act as General Manager.



(5) The Board of Directors will meet at regular intervals at least six times a year, at which time the General Manager will present a full financial and operational report.

(6) It will be the General Manager's duty to establish effective liaison between the Trade and Industry Branch and the municipalities in his region; to take all proper steps to secure new industries for his region; to promote and assist the expansion of existing industries in his area, and to encourage and support the industrial development efforts on the part of the municipalities.

(7) Where prospective new industries are concerned, the General Manager will work with the municipalities in his area and with the Trade and Industry Branch on a mutually co-operative and confidential basis.

(8) Conditional upon the amount of at least \$10,000 annually being raised by the Development Association, through contributions from the majority of the municipalities within the region and from other interested organizations, the Ontario Government will contribute an amount not exceeding \$10,000 annually for a period of three years.

(All provisions of this and any agreement between the regional Development Associations and the Government, with the exception of the amount of the grant, can be altered by mutual agreement if the Association decides to change its policy or methods of operation.)

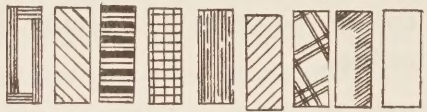


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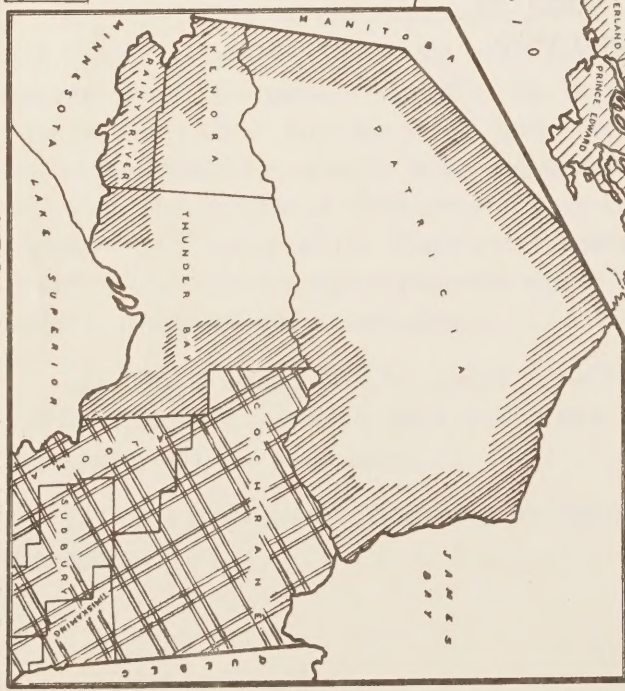
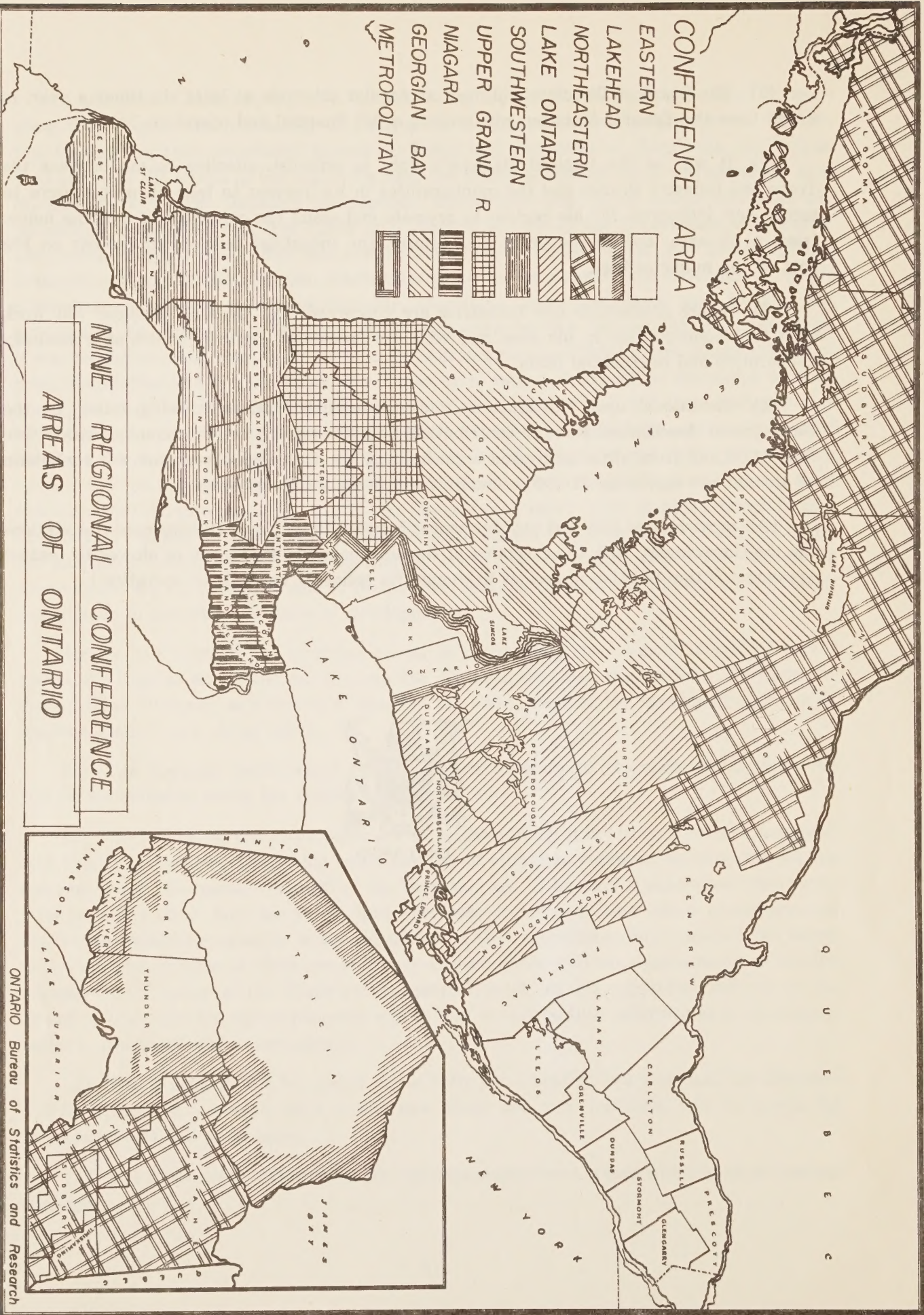


CONFERENCE AREA

EASTERN  
LAKEHEAD  
NORTHEASTERN  
LAKE ONTARIO  
SOUTHWESTERN  
UPPER GRAND R  
NAGARA  
GEORGIAN BAY  
METROPOLITAN



NINE REGIONAL CONFERENCE AREAS OF ONTARIO





## NINE REGIONAL CONFERENCE AREAS OF ONTARIO

| CONFERENCE AREA                     | COMPONENT COUNTIES   |                |
|-------------------------------------|----------------------|----------------|
| I. Eastern Ontario . . . . .        | Dundas               | Carleton       |
|                                     | Glengarry            | Lanark         |
|                                     | Frontenac            | Prescott       |
|                                     | Grenville            | Renfrew        |
|                                     | Leeds                | Russell        |
|                                     | Stormont             |                |
| II. Lakehead . . . . .              | Kenora               | Patricia       |
|                                     | Rainy River          | Thunder Bay    |
| III. Northeastern Ontario . . . . . | Algoma               | Temiskaming    |
|                                     | Cochrane             | Manitoulin     |
|                                     | Nipissing            | Sudbury        |
| IV. Lake Ontario . . . . .          | Durham               | Northumberland |
|                                     | Haliburton           | Peterborough   |
|                                     | Hastings             | Prince Edward  |
|                                     | Lennox and Addington | Victoria       |
| V. Southwestern Ontario . . . . .   | Brant                | Lambton        |
|                                     | Elgin                | Middlesex      |
|                                     | Essex                | Norfolk        |
|                                     | Kent                 | Oxford         |
| VI. Upper Grand River . . . . .     | Huron                | Waterloo       |
|                                     | Perth                | Wellington     |
| VII. Niagara . . . . .              | Haldimand            | Welland        |
|                                     | Lincoln              | Wentworth      |
|                                     | Nelson Twp. (Halton) |                |
| VIII. Georgian Bay . . . . .        | Bruce                | Muskoka        |
|                                     | Dufferin             | Parry Sound    |
|                                     | Grey                 | Simcoe         |
| IX. Metropolitan . . . . .          | Halton               | Peel           |
|                                     | (except Nelson Twp.) | York           |
|                                     | Ontario              |                |

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